

# OneID<sup>®</sup> Trust Mark Brand Guidelines

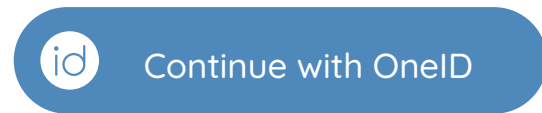


# Buttons

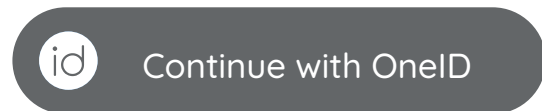
On CTA buttons our minimal logo is used, on a rounded button form. This enables us to convey the brand presence in external platform systems.

## Primary Button

Primary button styles should be used where possible in the first instance.

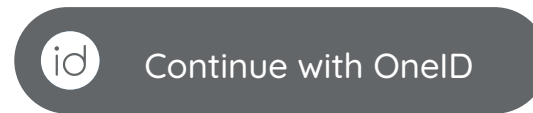


Active/hover state

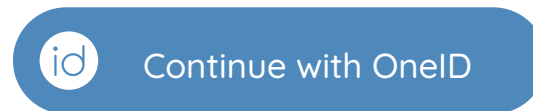


## Secondary Button

To be used when OneID brand colours clash with external system colours or when used with similar background colours.



Active/hover state



## Icon Button

Only to be used if third party system won't allow for primary button styles.



Active/hover state



Only use logos supplied by OneID. Never attempt to recreate the logo or change the files supplied in any way.

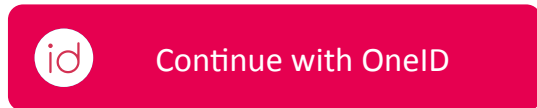
# Partner Buttons Standards

When placed on partner systems, the primary button may have to change in colour, font and shape to suit any third party branding requirements. The minimal logo must be used where possible

## Primary Buttons

Using the minimal logo is the proffered option

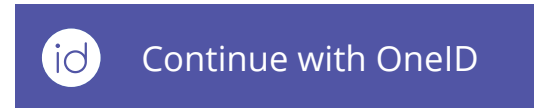
External branded button



External branded button



External branded button



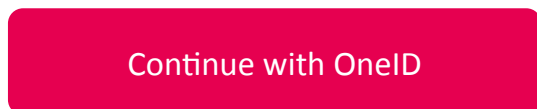
## Icon Variants



## Secondary Buttons

Without the use of the minimal logo

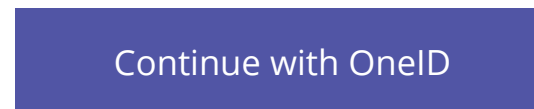
External branded button



External branded button



External branded button

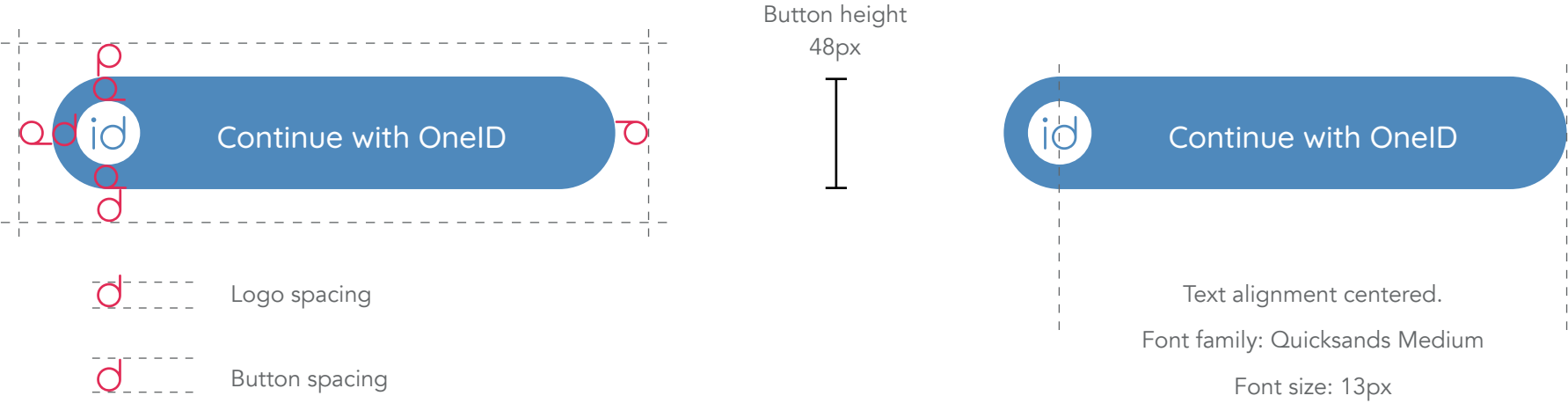


# Primary Button Size & Spacing

For the primary button spacing we need to ensure that the minimal logo is left aligned and has the correct spacing applied within the button height. 1xd on top, left and bottom edges.

Text must be centered in vertical and horizontal alignment and uses the center of the minimal logo mark as the left hand edge, and the end of the button for the right hand edge.

## Primary Button

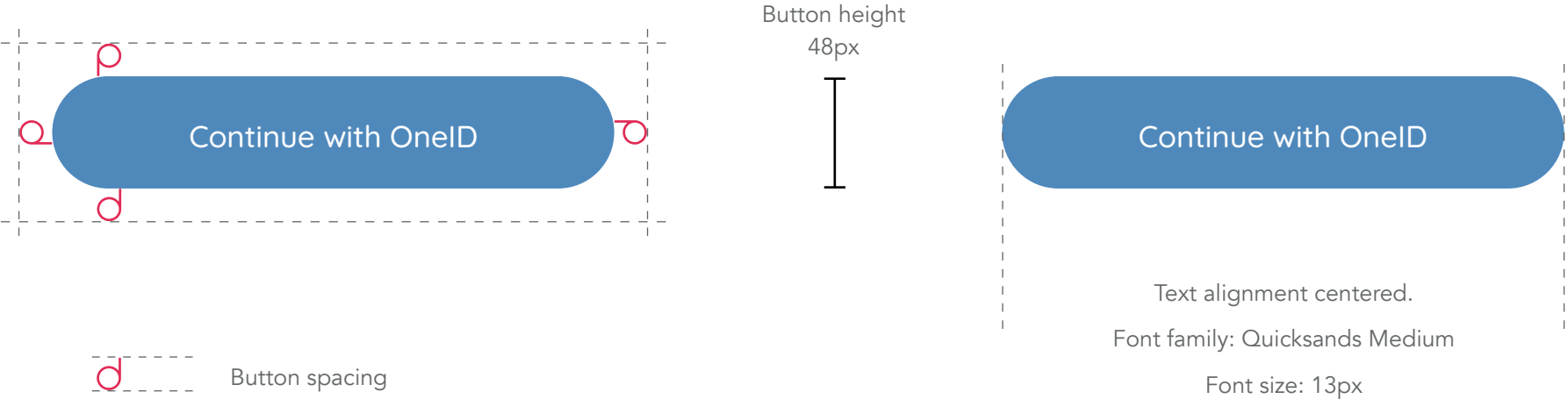


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# Secondary Button Size & Spacing

Secondary buttons are only used when the minimal logo cannot be used.  
The spacing for the button uses 1xd of the minimal logo if it were to be used.  
The text is center aligned to the width of the button.

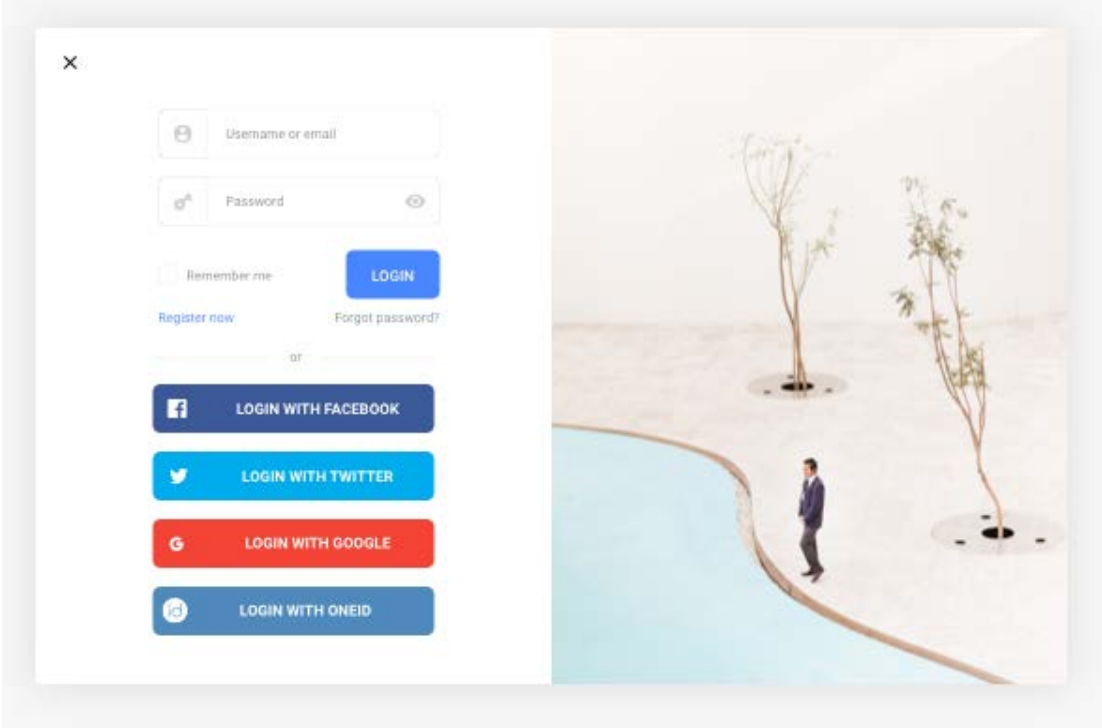
## Secondary Button



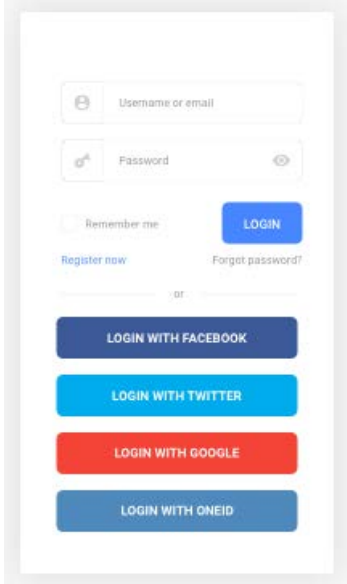
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# Button Application

Primary Button Placement Example  
On Desktop



Secondary Button Placement Example  
On Mobile

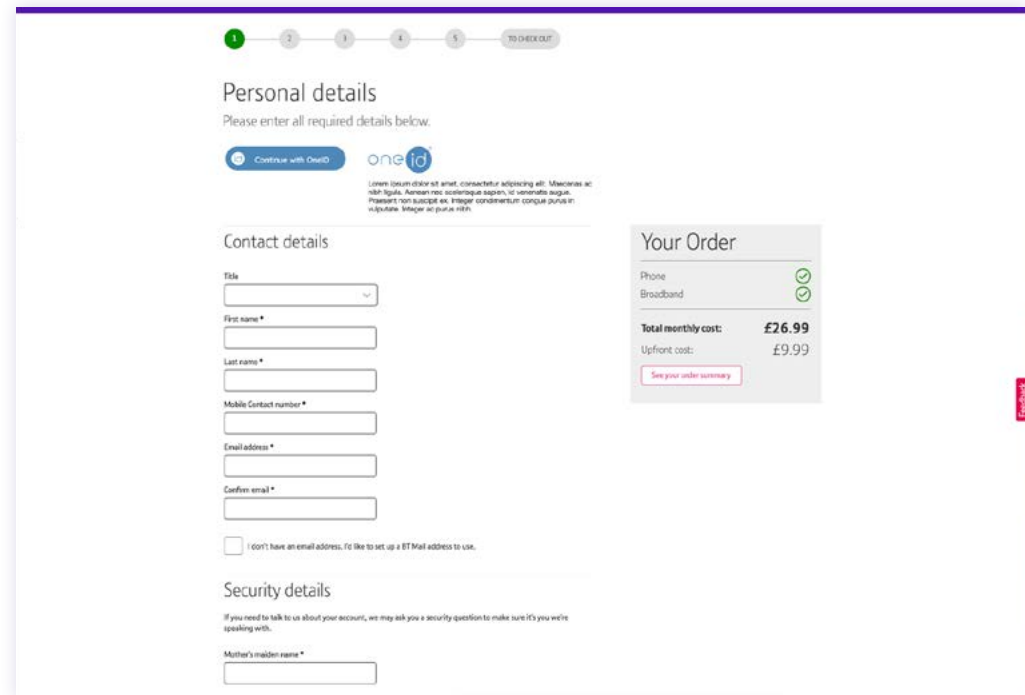


# Logo usage

This is our primary logo and should be used wherever possible. Ideally this should be displayed next to any OneID button with supporting instructions to support user choice.



## Logo Placement Example



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